

## CLAIMS

What is claimed:

1. A method operating on a client computer for loading a markup language document, said method comprising the steps of:
  - receiving said document comprising a plurality of tags, at least one of said tags being a custom tag;
  - 5 parsing said document to determine if certain of said plurality is said custom tag;
  - associating executable instructions with said custom tag if said custom tag is present;
  - 10 executing said instructions; and
  - rendering said document on a display device.
2. The method of claim 1 wherein said markup language is HTML.
3. The method of claim 1 wherein the step of associating executable instructions further includes inserting said instructions into said document at a location of said custom tag.
- 15 4. The method of claim 1 wherein said document is received over the Internet.
5. The method of claim 1 wherein the step of rendering further comprises using a browser.
6. A method for creating and providing a markup language document to a network, said method comprising the steps of:
  - 20 loading said document into a memory, said document containing conventional tags and at least one custom tag, said custom tag associated with

machine-executable instructions resident on a receiving computer in communication with said network;

said receiving computer identifying said custom tag and inserting said machine-executable instructions into said document at a location associated with said custom tag; and

providing said document to said receiving computer over said network.

7. The method of claim 6 wherein said markup language is HTML.
8. The method of claim 6 wherein said receiving computer is a client computer.
9. The method of claim 6 further comprising a server providing said document to said network.
10. The method of claim 6 wherein said network is an Internet protocol (IP) network.
11. The method of claim 6 wherein said receiving computer renders said document on a display device using a browser.
12. An apparatus for receiving a markup language document containing a plurality of tags over a network, said apparatus comprising:
  - a display device for presenting information to a user;
  - a browser operatively connected with said display device for parsing said document, said plurality of tags being made up of a first subset comprised of custom tags associated with function-executable instructions and a second subset comprised of conventional tags, said browser for detecting said custom tags and said conventional tags;

a memory storing a first set of machine-readable instructions for operating said browser and further storing a second set of machine-readable instructions for implementing said function-executable instructions; and

5 a processor communicatively associated with said memory and said display device, said processor capable of executing said first and second set of machine-readable instructions.

13. The apparatus of claim 12 wherein implementing said function-executable instruction further comprises inserting said function-executable instruction into said document at a location associated with at least one member of said first  
10 subset.

14. A computer-readable data transmission containing information about a markup language document, said data transmission for conveyance over a network to a receiving computer, said transmission comprising:

15 machine-readable executable instructions for parsing a conventional tag by a browser operating on said receiving computer, said conventional tag further associated with an instruction made available to said browser by said parsing;

machine-readable executable instructions comprising content, said content for rendering information to a user of said receiving computer; and

20 machine-readable executable instructions for a custom tag, said custom tag for instructing said browser to insert functional executable instructions into said document at a location associated with said custom tag, said functional instructions for performing an operation on said receiving computer.

15. The computer-readable data transmission of claim 14 wherein said markup  
25 language document is an HTML document.

16. The computer-readable data transmission of claim 14 wherein said network is an Internet Protocol (IP) network.
17. A computer program product provided on a computer-readable medium for instructing a processor to perform operations associated with parsing a markup language document containing a plurality of tags, said computer program product comprising:
- instructions for receiving said markup language document;
  - instructions for identifying a custom tag in said document;
  - instructions for processing said custom tag;
  - instructions for associating said custom tag with function-executable instructions.
  - instructions for instructing said processor to insert said function-executable instructions into said document at a location associated with said custom tag; and
  - instructions for making said document available to a display device.
18. The computer program product of claim 17 wherein said markup language document is an HTML document.
19. The computer program product of claim 17 whereas said display device is associated with a client device.
20. The computer program product of claim 17 wherein said network is an Internet Protocol (IP) network.